

### **REMARKS**

Claims 1-2, 4-11, 31-50, 71-74 and 79-90 remain in the application. Claims 32-38 and 73-74 were rejected under 35 USC 102(e) as being anticipated by U.S. Patent No. 6,374,241 (Lambert) filed on March 31, 1999. Claims 1-2, 71-72 and 79-81 were rejected under 35 USC 103(a) as being unpatentable over Lambert and further in view of U.S. Patent No. 6,243,750 (Verma). Claims 4 and 82 were rejected under 35 USC 103(a) as being unpatentable over Lambert in view of U.S. Patent No. 6,338,085 (Ramaswamy). Claims 5-9 and 83-87 were rejected under 35 USC 103(a) as being unpatentable over Lambert, Verma, Ramaswamy and U.S. Patent Publication No. 2002/0049616 (Speicher). Claims 11 and 89 were rejected under 35 USC 103(a) as being unpatentable over Lambert, Verma, Ramaswamy and U.S. Patent No. 6,487,538 (Gupta). Claims 39-43 and 45-50 were rejected under 35 USC 103(a) as being unpatentable over Lambert in view of U.S. Patent No. 6,256,189 (Feezell).

Claims 1-31 include the limitations of "displaying the selected listing as a sponsoree listing and a designated active and browseable pre-defined HTML sponsor web page." Claims 32-50 include the limitations of "transmitting listee information, sponsor information, and HTML framing information to user for use in generating a browseable pre-defined HTML web page display having a plurality of embedded hypertext links, in response to a user selection of the listing." Claim 71 includes the limitations of "means for displaying ... the selected listing as a sponsoree listing and a designated active and browseable pre-defined HTML web page of a sponsor." Claim 72 includes the limitation of "instructions for ... displaying the selected listing as a sponsoree listing and a designated active and browseable pre-defined HTML web page of a sponsor." Claim 73 includes the limitations of "means for transmitting listee information, sponsor information, and HTML framing information to the user for use in generating a display browseable pre-defined HTML web page." Claim 74 includes the limitation of "instructions for transmitting listee information, sponsor information and HTML framing information to the user for use in generating a browseable pre-defined HTML web page." Claims 79-90 includes the limitation of "displaying the selected listing as a sponsoree listing and a designated active and

browseable pre-defined HTML web page of a sponsor having a plurality of embedded links wherein the sponsor web page is displayed on the same page as the sponsoree listing, in response to a user selection of one of the listings.”

For all of the claim rejections the Examiner relies upon Lambert as a reference that discloses the displaying of the sponsoree listing and the browseable pre-defined HTML sponsor web page. In response to these rejections, the applicant submits that Lambert is not prior art to the pending application. The present applicant claims priority to U.S. Provisional Application No. 60/124,693 filed March 15, 1999. The applicant submits that because Lambert was filed after the filing date of U.S. Provisional Application No. 60/124,693, Lambert is not prior art to the pending patent application.

In addition to Lambert not being prior art, the applicant submits that the prior art cited by the Examiner does not disclose the limitation of a “displaying the selected listing as a sponsoree listing and a designated active and browseable pre-defined HTML sponsor web page.” In the Office Action of December 14, 2006, the Examiner argued that Lambert discloses a browseable pre-defined HTML web page display at Col. 10, lines 12-17 and Figs. 14 and 15. The applicant respectfully disagrees with this interpretation of Lambert.

A listing is described in the specification as including data for the listee such as telephone number or e-mail address. This data can also include additional information such as hours, alternate telephone numbers, types of credit cards accepted, slogans, critics' ratings, or other data. (Application, page 6, lines 2-8, page 21, lines 1-11.)

A web page is a basic component of information that is accessed through a URL (Universal Resource Locator) using a web browser. The limitation of displaying “a designated active and browseable pre-defined HTML sponsor web page” is disclosed throughout the pending application. See Application at page 6, lines 10-14, page 13, line 21 – page 14, line 12. The specification also discloses that the HTML sponsor web page is accessed through a URL that either exists such as the listee's web page, another sponsor's web page or a custom web page that is created for the listee or other sponsor. The web page is stored on a database and is accessed through a web hosting service. Details of setting up the HTML sponsor web page and examples of web

pages are disclosed within the specification at Page 21, line 18 – Page 23, line 10, Figs. 6, 11 and 12.

The selected listing as a sponsoree listing and browseable pre-defined HTML sponsor web page limitation are also disclosed in the Provisional Application. With reference to the screen shot from the Provisional Application, the sponsoree listing includes data for the listee. “VOLKSMEDIA San Francisco Advertising & Design Agency (800) 333-6760 email. [info@volksmedia.net](mailto:info@volksmedia.net) url: [www.volksmedia.net](http://www.volksmedia.net) A full-service advertising, marketing & media communications agency, providing professional advertising strategy, design, animation, multimedia, video & internet technology solutions.” The screen shot also includes browseable pre-defined HTML sponsor web page below the VOLKSMEDIA sponsoree listing. In the Provisional Application, the browseable web page is the 1998 Saturn web page.

The Applicant submits that Lambert does not disclose or suggest the limitation of displaying the selected listing as a sponsoree listing and a designated active and browseable pre-defined HTML sponsor web page. The Examiner states that Figure 14 of Lambert illustrates a listing of businesses related to shoes with four advertiser buttons on the right side. While there are a number of buttons on the right side of the display, there is no listing data about any of the listees. Thus, the applicant submits that Figure 14 does not disclose the limitation of displaying the selected listing as a sponsoree listing.

The Examiner also argues that Figure 15 discloses selected listing for “shoe-Custom Made” and sponsors which are active and browseable pre-defined HTML web pages having sponsors. The applicant respectfully disagrees with interpretation of “browseable pre-defined HTML sponsor web page.” The page displayed in Figure 15 includes two listings and four advertiser buttons on the right side. The listings and advertiser buttons are only hypertext links to other web pages. If the listings or buttons are clicked, the browser is directed to the new URL for the advertiser. Although the screen shot of Figure 15 includes two listings, it does not include a browseable pre-defined HTML sponsor web page. The only other sponsor information displayed in the screen shot are the four advertiser buttons. The applicant

submits that these buttons are not browseable pre-defined HTML sponsor web pages. As discussed, the advertiser buttons are only links to other web sites. For these reasons, the applicant submits that Lambert does not disclose the limitation of a browseable pre-defined sponsor web page.

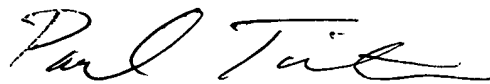
Because Lambert does not disclose the limitation of a browseable pre-defined HTML sponsor web page, the applicant respectfully submits that claims 32-38 and 73-74 are not invalid as anticipated under 35 USC 102(e) by Lambert.

As discussed above, claims 1-2, 4-11, 39-50, 71-72 and 79-90 were rejected under 35 USC 103(a) in view of Lambert as the primary reference in combination with one or more secondary reference. Like claims 32-38 and 73-74, claims 1-2, 4-11, 39-50, 71-72 and 79-90 also include the limitation of a browseable pre-defined HTML sponsor web page. In the Office Action, the Examiner argued that this limitation was disclosed by Lambert. For the same reasons discussed above with respect to claims 32-38 and 73-74, the applicant respectfully submits that Lambert does not disclose a browseable pre-defined HTML sponsor web page and that these claims are also not invalid as obvious under 35 USC 103(a) in view of Lambert in combination with one or more secondary references.

In view of the remarks, Applicant respectfully requests that Lambert be removed as a prior art reference to the pending claims and that a timely allowance of the pending claims be granted. The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment to Deposit Account No. 04-0822.

Respectfully submitted,

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